Future of food: 2030
Meal in a pill?
The perfect meal?
Virtual ingredients for food and beverages to create immersive taste experiences

The sensation of taste as an electronic media

Nimesha Ranasinghe¹ · Kuan-Yi Lee¹ · Calvin Suthokumar¹ · Ellen Yi-Luen Do¹
BUT: The Cult of Inconsistency
Kitchen units will be devised that will prepare 'automeals', heating water & converting it to coffee. (Azimov, 1964; World’s fair)
Why Is a Soggy Potato Chip Unappetizing?

Researchers don’t have the answer, but at an unusual workshop they tried to get a feel for how texture influences palatability.

ERICE, SICILY—Contemplate, for a moment, a few of the world’s greatest mysteries: What came before the big bang? How did life originate? Why is a firm strawberry jam less scrumptious than a soft one? That last enigma, at least, is yielding to the practiced tongues of molecular gastronomists. The key is texture, an elusive attribute that practitioners of the science of taste are just beginning to get a feel for. Texture is complicated, says Alan Parker, a colloid scientist at Firmenich, a flavor and fragrance company in Geneva, because it is part cognition, part physics, and part chemistry. Not to mention a dollop of fun.

So is at least some of the distaste hardcore scientists have shown toward food science. “People like to do heroic things,” says Gordon Williams, a mechanical engineer at Imperial College, London, and the properties of food are not considered “serious science.” An oft-cited milestone in the subject’s journey toward respectability is the Nobel Prize in physics won in 1991 by past Erice attendee Pierre-Gilles de Gennes, for demonstrating how large molecules flow. His discovery relates to what happens in stirring a drink, and in moving food around in the mouth. “De Gennes legitimized the study of the everyday,” says Parker.
The ‘Sound of the Sea’ seafood dish
London’s Most Multisensory & Immersive Restaurant Experience

KT Jellyfish
How can we design better food experiences beyond the dining table?
SONIC SWEETENER
An Innovative Way to Reduce Sugar Consumption
Jastrow’s Bistable Bite
The Extraordinary Experience